

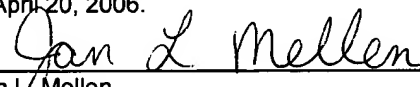
**AMENDMENT**

Docket No. S0030/7000

Applicant: Jeffrey P. Specter and Billy A. Richwine, II  
Serial No: 09/785,847  
Filed: February 16, 2001  
For: METHOD AND APPARATUS FOR GENERATING RECOMMENDATIONS  
FOR CONSUMER PREFERENCE ITEMS  
Examiner: Jeffrey D. Carlson  
Art Unit: 3622

**CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8(a)**

The undersigned hereby certifies that this document is being placed in the United States mail with first-class postage attached, addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on April 20, 2006.

  
Jan L. Mellen

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**In response to the office communication dated December 20, 2005, please amend the above-identified application as follows:**

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.